

ADAMS & CO.,

21ST STREET SIXTH AVENUE 22D STREET

Colored Dress Goods.

The arrival of our Fall lines, including everything fashionable in texture, finish and coloring, together with many new lots from our great Arlington Mills purchase, will make this stock a centre of vital interest to every discriminating buyer in New York or within reach of it.

Worth 50c. a yard, at 28c.
42-inch all-wool FRENCH SICILIAN, in magnificent shades of navy blue only.

Worth 65c. a yard, at 49c.
52-inch all-wool wide-wale DIAGONAL CHEVIOT, superior shades of navy blue only.

Worth \$1.50 a yard, at 98c.
58-inch all-wool ENGLISH COVERT CLOTH, with the new Venetian finish, the latest thing for tailor-made garments, all the new swell Fall mixtures of tan, brown, royal blue, gray, blue gray, &c., &c.

Worth \$1.75 a yard, at 98c.
58-inch all-wool SCOTCH TWEEDS, in mixed tans and grays, fashioned after men's cloths in appearance and finish, the high-class material for bicycle, outing and tailor-made wear.

Value \$1 to \$2 a yard, at 69c.
52-inch all-wool fine FRENCH BROAD-CLOTHS, from 14 to 16 yards in length, in shades of blue, greens, tans, browns, grays, reds, &c., &c.; also black; worth \$1.00 to \$2.00 a yard. These goods we will cut no samples of, it being impossible owing to limited quantity of each.

Value 80c. a yard, at 69c.
42-inch all-wool imported FRENCH POPLIN VELOURS, new navy blues, military blues, greens, grays, reds, browns, castor, &c., &c.

Value \$1.50 a yard, at 98c.
50-inch all-wool FRENCH POPLINS, browns, blues, grays.

Value 40c. a yard, at 25c.
All-wool SURAH SERGES, some 40 inches wide, others 44 inches, in red, golden brown, drab, tan, mode, reseda, blue gray, med. gray, electric blue, military blue and navy blue.

Value 75c. a yard, at 49c.
46-inch all-wool VIGOREUX CHEVIOTS, in black and tan, blue gray and tan, mixed gray, military blue gray. Adapted for serviceable, dressy wear.

Value \$1.00 a yard, at 65c.
45-inch all-wool WHIPCORD TWEEDS, a material of exceptional quality, mixed color effects of cardinal and gray, wood brown and black, seal brown and blue gray, gray and tan brown, green and gray, light navy blue and gray; black and gray, tan and gray, golden brown and gray.

Wonderful values at 69c. & 79c.
Imported high-grade SCOTCH PLAIDS, latest importation, newest color combinations, with rich silk bar designs of black and white, brown and navy blue, green and navy blue, red and green, red and blue, &c., &c. Special values.

Ladies' Tailor-Made

New Fall Suits.



A very handsome suit, like cut, is made with a 4-button coat, in fine covert mixtures, in all the new colorings of tan, brown and blue; jacket is lined throughout with satin, new flounce skirt is lined with percale. Priced extremely low at... 12.48

A very pretty suit is made with a fly front reefer jacket, in black and navy cheviot serge; jacket is lined with silk, skirt with percale. Priced extremely low at... 11.98

An exceedingly handsome suit is made of fine all-wool Scotch suiting, in fancy faint line, heather check mixtures; the coat is made in a jaunty double-breasted reefer effect, with large buttons; entire suit is lined throughout with changeable taffeta silk. Priced extremely low at 25.00

Ladies' and Children's Knit Underwear.



LADIES' HEAVY FLEECE-LINED BALBRIGGAN VESTS, trimmed with silk, long sleeves. Drawers to match, usually sold for 50 cents, At 29c. each.

LADIES' BALBRIGGAN FLEECE-LINED VESTS, long or short sleeves, drawers to match, At 19c. each.

LADIES' SPUN SILK RICHELIEU RIBBED VESTS, low neck and sleeveless, silk lace and silk tape at neck, sizes 3 and 4. At 29c. each.

CHILDREN'S RIBBED WOOL VESTS, long sleeves, in natural, white and silver, sizes for children, 1 to 3 years; some are all wool, some three-quarters and some half wool, but they have manufacturer's slight imperfections; sold in the regular way for 40c. to 70c. Our price 25c. each.

The same in sizes 4 to 12 years, sold in the regular way from 75c. to \$1.00. 3 for \$1.00 or 35c. each.

Ladies' New Silk Waists.



LADIES' DRESS WAISTS (like illustration) boned and lined, in a super quality of BLACK TAFFETA, vest front effect, vest front revers, collar, sleeves and belt trimmed with white satin, finished with baby ribbon, a strikingly beautiful waist, at 17.98.

A very pretty WAIST is made of BLACK TAFFETA SILK, trimmed in a stylish effect with bias cord and tucking, at 5.98.

LADIES' DRESS WAISTS, boned and lined, in splendid quality of BLACK SATIN, tucked in bias effect in front and back, at 7.50.



LADIES' DRESS WAISTS (like illustration) boned and lined, in a super quality of TAFFETA SILK, in black and all the fashionable colors; vest effect in front of white chiffon, lace and satin front, sleeves, belt, collar and flaring cuff are handsomely tucked and trimmed with baby velvet ribbon; a very handsome waist, at 12.50.

In BLACK TAFFETA SILK, with colored or white yokes, at 10.50.

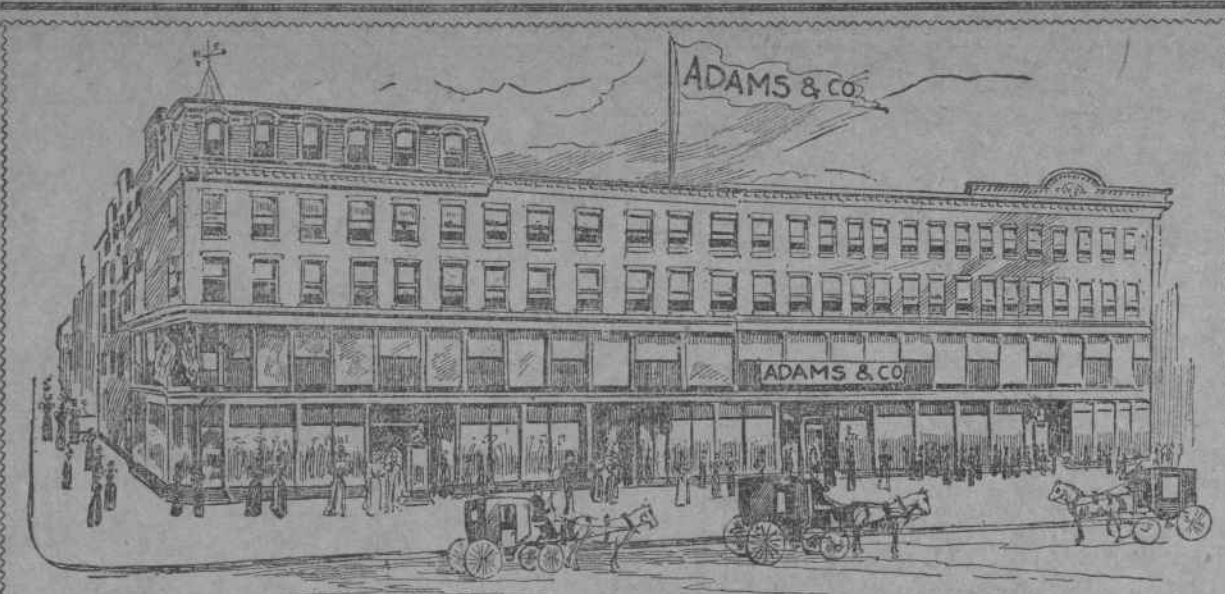
In plain BLACK TAFFETA SILK, a very attractive waist, at 9.98.

A stylish SHIRT WAIST (lined throughout) is made of BLACK or CHANGEABLE TAFFETA SILK, trimmed in pretty corded and tucked effects, A GREAT BARGAIN AT 3.98.

In plain BLACK TAFFETA SILK, a very attractive waist, at 9.98.

The New Fall Millinery

A chapter from the pen of a poet would fall short of doing justice to our display of New Fall Millinery. Words fail to convey a true significance of the beauties of the new creations in HATS, BONNETS or TOQUES—they must be seen to be appreciated.



THE GROWTH OF THIS BUSINESS AND SOME OF ITS CAUSES.

EVEN in these days of expansion and swiftly moving events, ten years of commercial life seem but a short space, yet it is but a trifle more than a decade ago that this business was housed in a little store with a 20-foot front. The accompanying illustration is a picture of the building we now occupy. It covers the space of an entire block on 6th ave. and runs back deeply on 21st and 22d sts. We know of no instance in the commercial history of the metropolis that supplies a parallel to this wonderfully rapid expansion, which, it must be observed, took place during a period when the rivalry for trade supremacy raged with the greatest fierceness, yet in spite of the powerful competition with great and long established houses, our trade kept growing with leaps and bounds until to-day we find ourselves at the very crest of the wave of popular favor. Our growth is a vindication of our methods.

When we first entered business we laid down lines of guidance that we have consistently followed. Some of these business principles were, to carry only desirable and honest goods, no trash at any price; to sell a season's goods during that season, thus keeping stocks clean, fresh and efficient; making prices that met and overcame competition and attracted new customers daily. These causes, together with our untiring efforts to give the public what they wanted when they wanted it, at figures they would like to pay, may help to make it clear that our growth—enormous though it was—was not entirely undeserved.

A Few Words About Humber Wheels.

A DISTINGUISHED competitor in a recent advertisement stated that the Humber Company offered him their stock of wheels and he refused them. We publicly ask him if he refused them because they were inferior to those delivered to him by the Humber Company and now offered for sale by him.

We do not think it fair for him to cast reflections on the stock we purchased, and that stock, as we are informed, being made for him by the Humber Company and guaranteed to us in a letter, which we published, to be the same in every detail of quality and finish as those delivered by said company to him.

In a recent advertisement he says he is offering real Humber, and emphasizes the word real by printing it in italics. He knows that the machines we have are real Humber, as his representatives have been to our establishment to pry upon what we were doing and see how the wheels were selling, and they must have reported to him that we have the genuine 1898 Humber and no others. He also says "the fact remains Humber quality is unaffected, unchanged—the matchless Humber."

This is not a political campaign nor a mud-slinging issue; we know that this competitor of ours has honest Humber to sell—so have we—none other we believe have ever been made, and we are determined that the public must have them from us at as low a price as any competitor can quote. We therefore have only to say that the prices are as follows:

'98 Humber \$40 Roadster, '98 Humber \$42 Tourist, '98 Humber \$45 Ladies'.

While they last, which, based on our sales, won't be long, and there will be no more 1898's this or any other year unless our competitor fails to sell his stock. Ours is almost gone.

Sheets and Pillow Cases.



We think we are justified in saying that this department stands without a peer in town. It certainly should—as we carry these lines in the best quality muslins only and offer them at rock bottom prices.

PILLOW CASES, Hemstitched, 45x36 inches.....9c
PILLOW CASES, Hemstitched, 50x36 inches.....12c
PILLOW CASES, Hemmed, 45x36 inches.....5c
PILLOW CASES, Hemmed, 50x36 inches.....7c
PILLOW CASES, Hemmed, 54x36 inches.....9c
Linen PILLOW CASES, Hemstitched, full size.....39c
Linen SHEETS, Hemstitched, 90 inches wide and 99 long.....1.98
BOLSTER CASES, 42x68.....19c
BOLSTER CASES, 42x72.....23c
SHEETS, single bed size, 54 inches wide by 90 inches long.....26c
SHEETS, three-quarter bed size, 63 inches wide by 90 inches long.....28c
SHEETS, full bed size, 72 inches wide by 90 inches long.....33c
SHEETS, large bed size, 81 inches wide by 90 inches long.....38c

Lining Specials.

Prices from our ever-busy dept:
16-inch FRENCH HAIRCLOTH, the yard 18c
Yard-wide FAST BLACK PERCALINE, the yard 7c
Black Vic Kidskin Oxford Ties for women, sizes 2 1/2 to 5, value \$1.25, at.....69c
Yard-wide FANCY SILESIA, the yard 9 1/2c
IMITATION HAIRCLOTH in black, the yard 4c
SHir black crossbar CRINOLINE, the yard 5c

Ladies' and Misses' Straw Hats.

Our entire left-over stock to close out and clean up, given away at 5c. each.



in the biggest variety we have ever carried—at prices no economical housewife can afford to ignore.

11-4 white wool finish Anchor BLANKETS, the pair.....98c
11-4 Eastern wool BLANKETS, the pair.....\$1.98
10-4 California wool BLANKETS, the pair.....\$2.69
11-4 California wool BLANKETS, the pair.....\$2.98
12-4 California wool BLANKETS, the pair.....\$3.89
10-4 superior quality California wool BLANKETS, the pair.....\$3.29
11-4 superior quality California wool BLANKETS, the pair.....\$3.98
12-4 superior quality California wool BLANKETS, the pair.....\$4.89
10-4 wool finish Scotch BLANKETS, the pair.....39c
10-4 wool finish Saxony BLANKETS, the pair.....59c
White wool crib BLANKETS at.....65c



Shoe Specials.
Women's black Vic Kidskin Juliet, made on round and combed sense toe shapes, hand-sewed turns, very flexible soles, value \$1.75, at.....\$1.00
Black Vic Kidskin Oxford Ties for women, sizes 2 1/2 to 5, value \$1.25, at.....69c
Women's Kidskin One-Strap Slippers, in white or black, all sizes, value \$1.25 to \$1.75, at 79c
Fine Vic Kidskin Button Shoes for women, made on opera and square toe shapes, all sizes, value from \$1.75 to \$2.25, at.....\$1.25

Ladies' Kid Gloves.

Value \$1.25 a pair, at 83c.

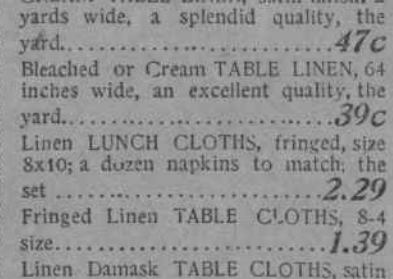
Two-clasp, a new Fall importation, in the newest colorings and the newest embroideries; the colors include English red, tan, white, mode and pearl. These Gloves were imported to sell for \$1.25 a pair, but they came our way at a price low enough to go as above.

Bicycle Suits for Men.

In an excellent line of colors and patterns, in dark and medium effects, in all-wool materials, golf or buckle finish; closed from a leading wholesale maker at less than cost of making; regularly sold from \$6.00 to \$9.00 a suit. Our price only 2.69 a suit.



This has always been a very popular department; thousands of patrons have recognized that no other house in town carries such a large and varied stock or quotes such low prices. CREAM TABLE LINEN, satin finish, 2 yards wide, a splendid quality, the yard.....47c
Bleached or Cream TABLE LINEN, 64 inches wide, an excellent quality, the yard.....39c
Linen LUNCH CLOTHS, fringed, size 8x10; a dozen napkins to match, the set.....2.29
Fringed Linen TABLE CLOTHS, 8-4 size.....1.39
Linen Damask TABLE CLOTHS, satin finish, 2 1/2 yards long.....1.98
Hemstitched Linen Damask satin finish TABLE CLOTHS, dinner size, 2 1/2 yds. long, dozen napkins to match, the set.....4.69



Linen Damask NAPKINS, fast edges, 14 size, the doz.....98c
Hemstitched LINEN TOWELS, the doz.....1.50
Large size TURKISH TOWELS, bleached or cream, each.....12 1-2c

ADAMS & CO.,

21ST STREET SIXTH AVENUE 22D STREET

Men's Underwear.



WORTH 50c. a yard, at 29c.
MEN'S WINTER WEIGHT NATURAL WOOL SHIRTS, about 60 per cent. wool; drawers to match, finished with pearl buttons, shirts all sizes, 34 to 44; drawers 30 to 44.
A great bargain at 29c. each.

WORTH 60c. a yard, at 45c.
MEN'S MEDIUM WEIGHT WOOL SHIRTS, sizes 34 to 40. Drawers to match, sizes 28 and 30; about 60 to 75 per cent. wool; an excellent quality, were sold for \$1 each.
A great bargain at 29c. each.

WORTH 85c. a yard, at 69c.
TURKISH TOWELING, in excellent colors and splendid qualities. They are samples and are worth from \$3.00 to \$4.00 each.
At \$1.95 each.

WORTH 75c. a yard, at 59c.
23-inch all silk BLACK TAFFETA brocade in a large assortment of handsome patterns.

WORTH 1.25 a yard, at 87c.
LYONS SILK POPLINS, in the newest corded effects, in a rich lustrous finish, in medium weight, in the leading street and evening shades.

WORTH 1.25 a yard, at 98c.
The new and FASHIONABLE POLKA DOT in white, black, pink, blue, green, etc., in embroidered relief effect on tulle grounds, in colorings of turquoise, cardinals, gray, royal purple, gobein and navy blue.

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The New Fall Silks



WORTH 50c. a yard, at 29c.
32-inch all silk INDIA SILK a good and heavy quality.
WORTH 1.25 a yard, at 98c.

WORTH 60c. a yard, at 45c.
CHANGEABLE TAFFETA, all pure silk, in all the leading Fall shades.

WORTH 85c. a yard, at 69c.
All silk BLACK RUSTLING TAFFETA in a rich lustrous shade of black.

WORTH 1.25 a yard, at 98c.
22-inch black SATIN LUXOR, in a rich quality and lustrous finish.

WORTH 75c. a yard, at 59c.
23-inch all silk BLACK TAFFETA brocade in a large assortment of handsome patterns.

WORTH 1.25 a yard, at 87c.
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